

METHOD AND SYSTEM TO DEFER TRANSACTIONS CONDUCTED
VIA INTERACTIVE TELEVISION

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ABSTRACT OF THE DISCLOSURE

A viewer can initiate and then defer a transaction conducted via an interactive television system. The transaction can involve obtaining information or ordering goods or services available from a network, such as the Internet, that is accessible via the interactive television system. As an example, while the viewer is watching a television commercial on a first screen, the viewer can begin a transaction to order a product advertised in the commercial on a second screen. If for some reason the viewer does not complete the transaction by the time the commercial has finished broadcasting, the viewer can complete the transaction at a later time. A user input device is useable to initiate the transaction, to store information related to the transaction, and then to use the stored information to complete the transaction if the transaction has been previously deferred.

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